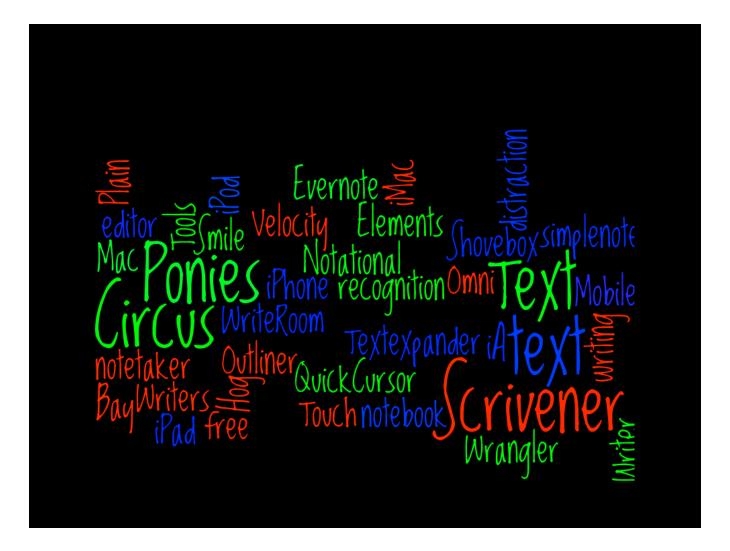
A Survey of Mac & Mobile Writers' Tools

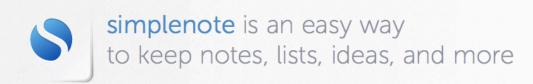
Wendy Cherwinski

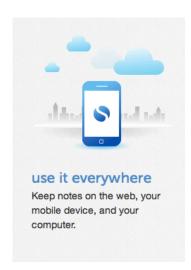


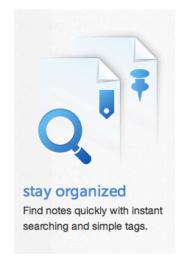
- Writing is enjoying a renaissance.
- As a result, we're all writing more -- e.g. email messages, tweets, blog posts, Facebook posts.
- So we're fortunate to have some great writing tools for the Mac, the iPhone, and in the past year, the iPad.



- For today I've chosen roughly a dozen to highlight.
- Some for the Mac, some for the iPhone & iPad and some work across all 3 platforms.
- Some of them are research tools, others are purely for writing.
- Some of them are designed purely to let you concentrate on your writing rather than on the technology that lets you write.

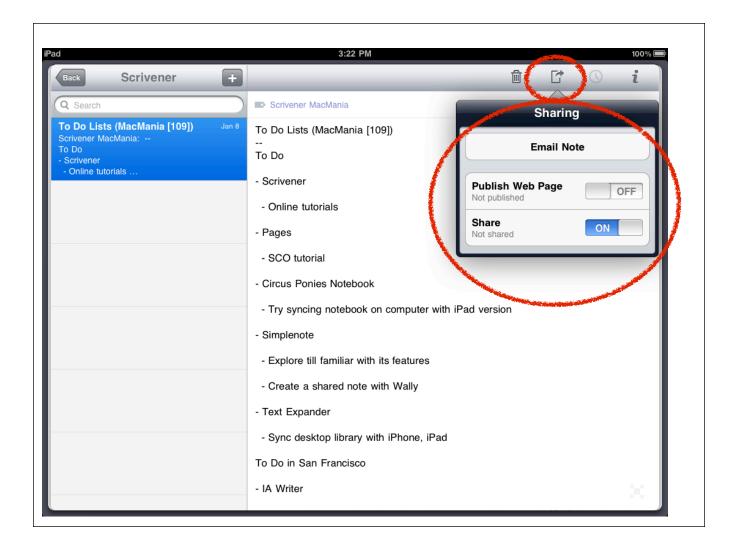




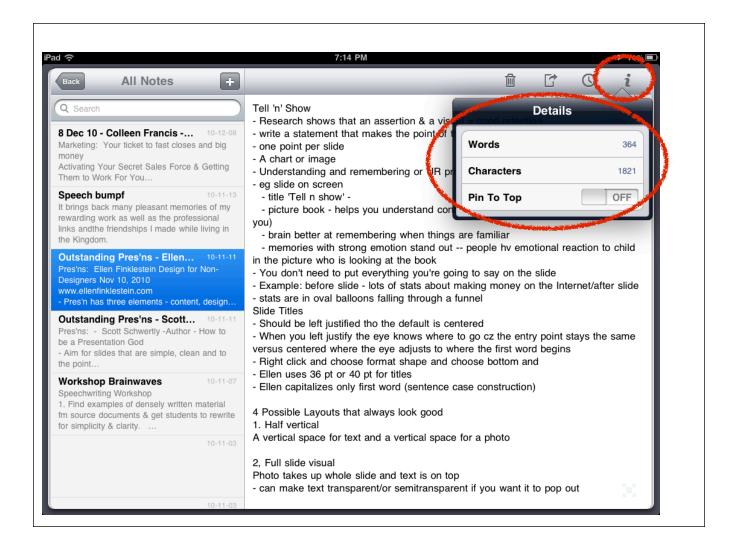




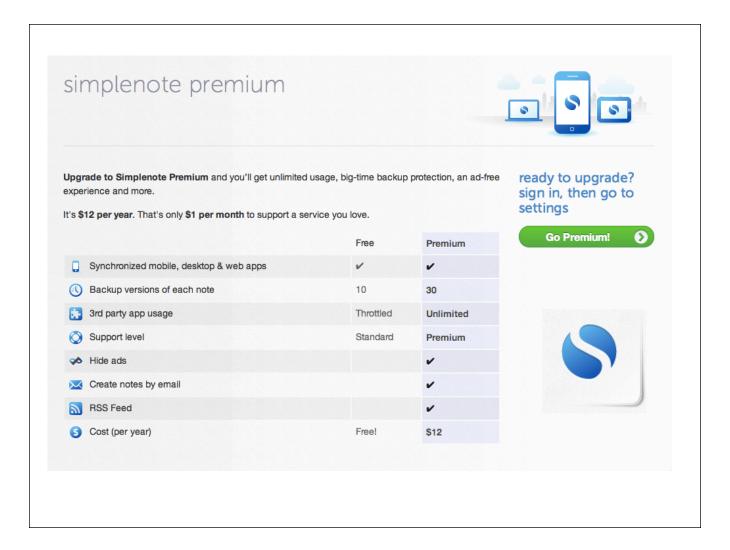
- Let's begin with a tool that's so simple it's called simplenote.
- simplenote is a text only notetaking app created by Simperium.
- Simperium uses its synchronization system to make your notes instantly available on multiple platforms.
- That means you can take notes, collect & store info on your iPhone, iPad or, via Notational Velocity or Nottingham, on your Mac.
- simplenote also works via a dashboard widget & you can access it by going to your simplenote account on the web.
- simplenote works with plain text (Notational Velocity can also handle RTF & HTML files).
- simplenote 'tags' act like labels allowing you to assign notes to multiple 'folders' and to search.
- Uses: record your thoughts, collect snippets of info, copy articles, take notes during seminars/webinars, compose articles, memos etc.
- If you accidentally delete something, you can go back in time and retrieve it slider lets you decide how far back to go.
- Connect to Scrivener take notes and import them into a larger database.
- Collaborate create a shared note (see next slide for more details).



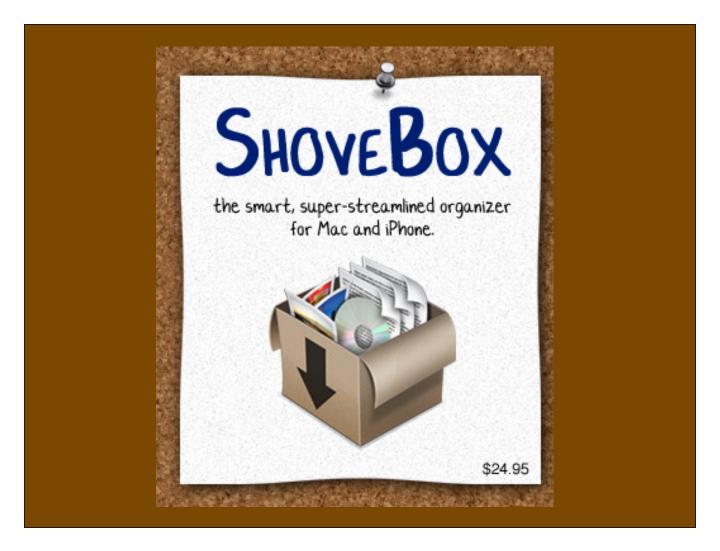
- To create a shared note: Give it a title.
- Press 'Sharing' icon in menu bar (page with arrow icon).
- When share is on, simplenote generates an email form.
- Enter the email address of person with whom you want to share.
- A new simplenote then appears on the other person's devices (with broadcast icon to denote it's a shared note).
- The other person can then make changes to the shared note.



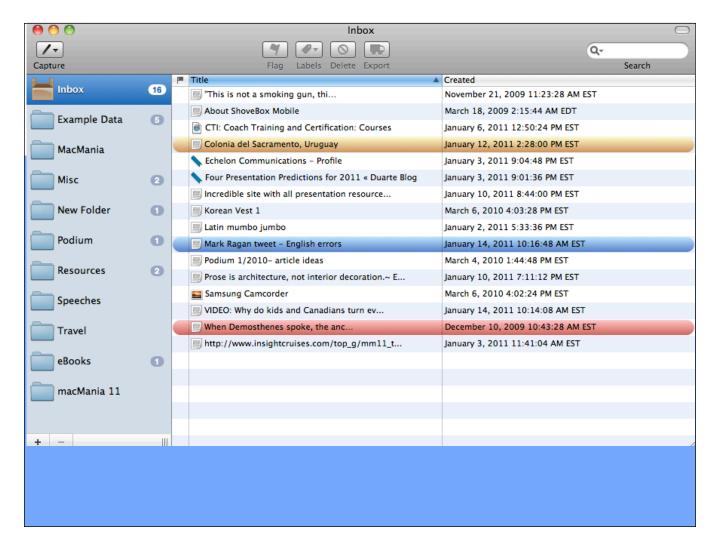
- Metrics press the i in the menu bar to access word & character count & to use Pin to Top function.
- Pin to Top allows you to pin any a note to the top of the pile, so that it is the first one you see.
- The rest of the notes remain sorted by date created, date modified or alphabetical order.
- Uses keep information that is temporarily important pinned to top or permanently pin a note to use as a scratch pad.



- Free version offers a lot of functionality. Premium service costs \$12 a year.
- Premium service gives you more backup versions/ unlimited usage, ad-free experience & more.
- Premium service also allows you to email notes to yourself (which Evernote allows for free).
- New version of simplenote coming soon.
- Recommendation most people will get great benefit from the free version. (Ads are small, don't command attention.)



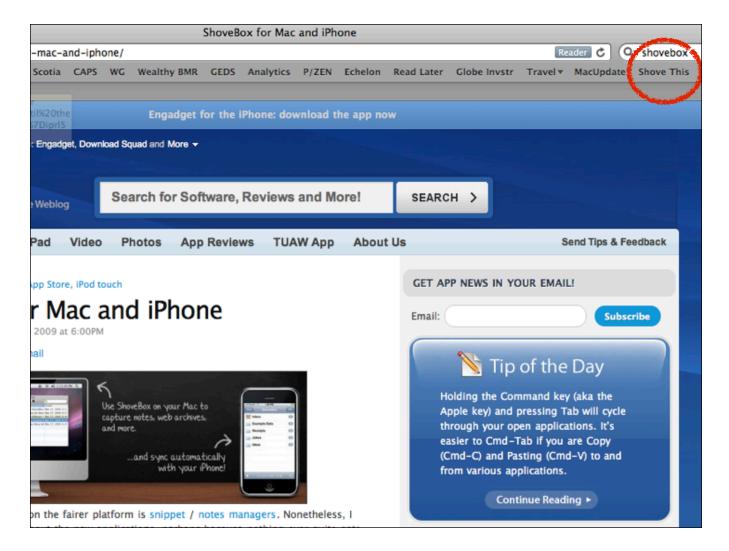
- Shovebox allows you to collect & store info on the fly. It acts like a collection bin where you can dump snippets of text, webpages and iSight images. In many ways, it's a smaller, scaled down version of Evernote.
- Will accept anything including bits and pieces of text, an image, a Web page, an e-mail message, a Word doc, a PDF file or the contents of your clipboard .(Keynote presentations and spreadsheets must first be converted into PDFs).
- Good for things you want to grab, but you don't have time to catalog. ShoveBox lets you capture and store these items without requiring you to name what you've captured or organize it while you capture it.
- To enter material into ShoveBox, drag it fm anywhere on your Mac to the ShoveBox icon in the menu bar. ShoveBox recognizes the kind of item you're dropping & imports it.
- Use ShoveBox's organize tool to sort material into folders that make sense to you. You can also label entries and search for them.
- Also includes a rules tool similar to email app.



- Sensible interface makes it easy to sort and label files.
- By opening the ShoveBox menu you can create new text notes and grab images from your iSight camera.
- -You can also create new text folders by opening the Shovebox menu from your computer menu bar.
- One level of folders/no smart folders/labels but no tagging.
- Searchable, but no Spotlight integration.
- Quickjot open a note box on your Mac by means of a keystroke combo, compose a note & send it directly to ShoveBox. Set up Quickjot in ShoveBox preferences.



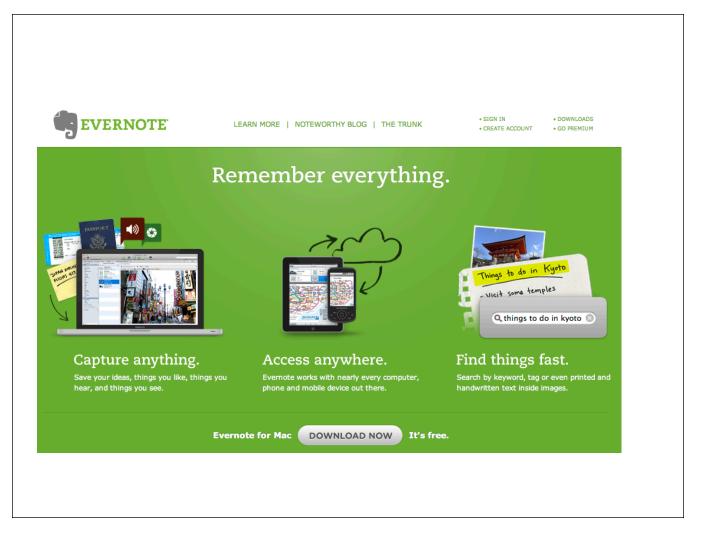
- Shovebox works with the ShoveBox app for your iPhone or iPod Touch.
- You sync with the desktop application via Wi-Fi.
- Once you sync, you can then organize the material in ShoveBox on your iPhone or iPod Touch & your decisions will be updated on the Mac when you sync again.
- Shovebox keeps your notes locally rather than in the cloud, which explains why some people see it as a substitute for Evernote.
- E.g. Web archives you capture using the desktop app can be viewed on your iPhone or iTouch without an Internet connection.
- You can use your iPhone or iTouch to edit any text document you've captured, as long as it isn't a PDF.



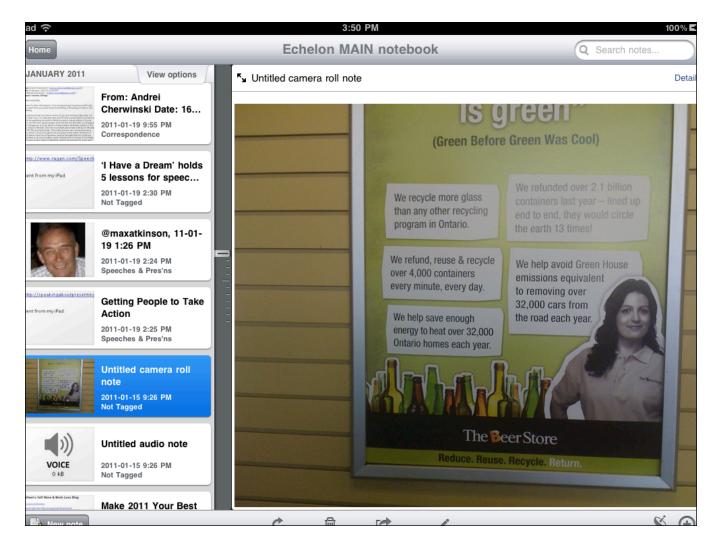
- Shovebox provides a bookmarklet that lives in the browser menu bar.
- The bookmarklet is titled 'Shove This'.
- To install: go to the ShoveBox help menu and drag the hot link to your browser menu bar.
- Simply click on the bookmarklet to import the current Web page or entire Web archive into ShoveBox.
- You can also use your iPhone to import Web pages into bookmarks on mobile Safari if you have ShoveBox mobile installed.



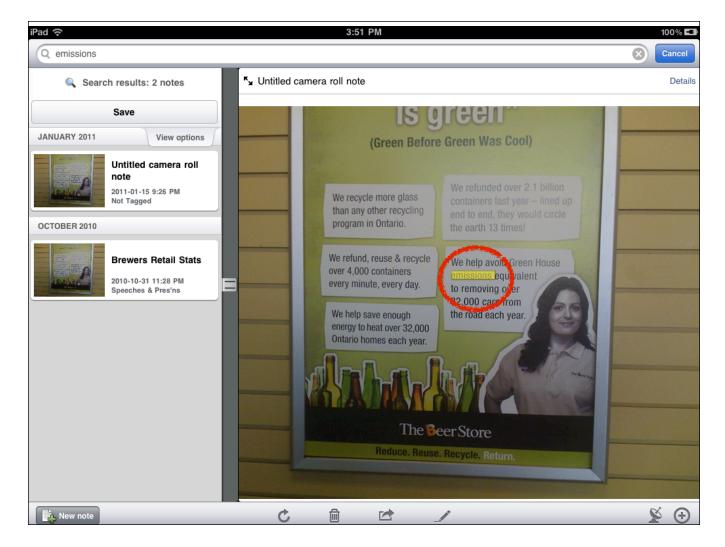
- Shovebox app http://wonderwarp.com/shovebox/ \$24.95
- Shovebox mobile app iTunes app store \$3.95



- Evernote is a virtual notetaking app
- Allows you to store info in notebooks (up to 250) & access them from all your devices.
- Text, images, audio, handwritten notes. Virtually anything.
- Content is instantly updated and searchable.
- Material must go into one specific notebook, but multiple tags/key word searches make it easy to find entries.
- Free and premium versions (Premium version costs about \$45 per year).
- Content lives in the cloud unless you stipulate local storage.



- An example: Took a photo on my iPhone of Brewers Retail stats & imported it into Evernote.
- Evernote can read text in image so can search and find info e.g. word emissions (see highlighted word in next slide).
- Evernote can also read handwriting so you can import handwritten notes and then find info in them.



- Another great feature of Evernote is that it allows you to email material to your Evernote account.
- To do that, go to Preferences & set up an Evernote email account.
- Put the address in your address book & then start sending things to yourself.
- You can then organize or label the files you email to yourself at a later time.



One of the most enduring tales in presentation folklore is based on the idea that only seven percent of what a speaker says is conveyed via his or her words. The rest of the message - a whopping 93 percent - is transferred via tone of voice and facial expressions. Enduring tale - yes. Truth - no. Far from it. And yet, the research the tale is based on is valid. Is it all making sense yet? Here's how the myth came to be... Once upon a time (back in the sixties) in a land far, far away (California) Albert Mehrabian, an American professor at UCLA, decided to study human face to face communication. What he learned from his experiments was that when two people engage in a conversation about their feelings and attitudes, much of what they mean is conveyed through their speech tone and facial expression. If there is an inconsistency in such circumstances between what a speaker says and the way he or she says it, the receiver would be wisest to trust the physical cues over the words. The problem occurred when people started to apply this research to the broader topic of public speaking. Professor Mehrabian himself spoke out to clarify that he did not mean for people to conclude that non-verbal elements convey the bulk of the message in all situations. Yet the myth persists that words only account for a tiny portion of a public speaker's message. Vocal tone and body language contribute to communication, but they don't dominate it. While delivery is important, it won't make or break a well prepared presentation. Content is important. Want more evidence? Then, take a few minutes to watch Busting the Mehrabian Myth, an animated video produced by Creativity Works. In this short work, Brittish speechwriter and cartoonist Martin Shovel and his colleague Martha Leyton put the kibosh on the misinterpretation of the good professor's research. And they do it in an entertaining way. So, conduct your own research by watching the video and enjoy a chuckle at the same time. Words matter. The end.

- WriteRoom is a text editor designed to be an alternative to Word.
- Provides a distraction-free full screen writing environment for Mac & iPhone (not available on iPad at this time).
- - Described as the 'ultimate spartan writer utopia' in a New York Times review.
- Designed to help you focus on getting words on the page/ Features include word count & autosave.
- Developer's promise of a free update to turn WriteRoom into an universal app has not materialized.
- Lots of other programs now offer a similar writig environment or a variation on the theme.
- However WriteRoom maintains a loyal following because it is so simple to use and it works with another Hog Bay app called. QuickCursor (covered later in this presentation).

Writing the Ceremonial Speech

A special occasion calls for a special speech. Let the following tips guide you in writing a speech that pleases the audience, makes the speaker look good and does the occasion proud.

Keep it short – This is a cardinal rule. When deciding how long to make remarks, consider the comfort of the audience. Will they be standing and balancing a drink and a plate of food at a reception? Or, will they be seated and waiting to eat a meal? It's bad form for a speaker to talk on and on while the soup is getting cold.

Keep it simple — You've got time to tell one story or make one important point. Don't try to cram in a lot of detail or wander off on tangents. Note: A speaker who insists on talking without prepared notes on a ceremonial occasion is to be feared.

Keep remarks general – This is NOT the time to try to work in a policy message. You don't time and the audience isn't in the mood.

Create a sense of occasion — Is the event a celebration, a tribute, a eulogy? Does it mark an exciting beginning or a sad end? The words and images you use should evoke the sense that the occasion demands.

Use conversational language — Jargon has no place in ceremonial speeches. Nothing says "insincere" more plainly than a speaker who reads out lines that sound like they were lifted from a memo or report.

Be inspirational—If the occasion calls for it, use emotion-laden language. Talk about beliefs, hopes, dreams, excitement, joy, sadness, loss etc. A simple test of what's appropriate is to ask yourself this question: will the speaker sound sincere?

Focus on the human interest – If the person is being honoured for an innovation, for example, focus most of the attention on the person and the qualities he or she brought to bear on the project.

- David Sparks, author of Mac[™] at Work (Wiley) calls WriteRoom the champion of distraction free writing.
- Default green type on a flat black screen is reminiscent of the Apple II.
- However, it's easy to change the background colour, page colour, typeface & font size to match your own preferences.

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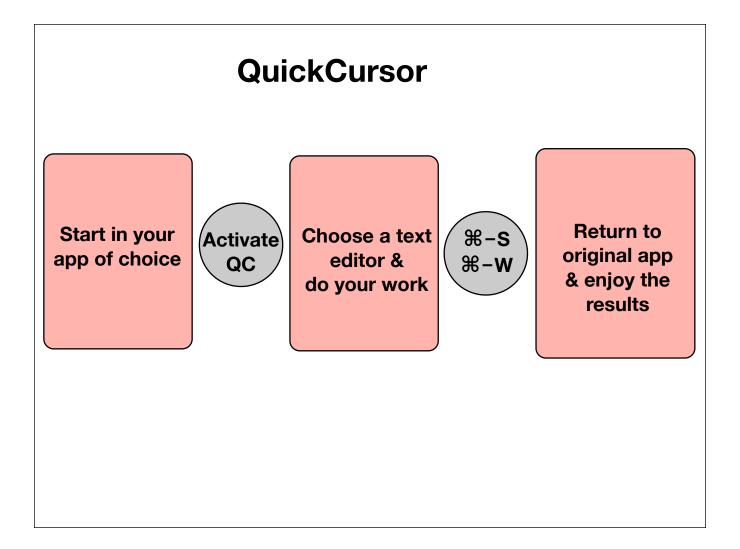
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- Easy to change the 'look & feel' of WriteRoom note the red & white theme and the sans serif font used above
- Works well with QuickCursor, which allows you to seamlessly move back & forth between a text editor and pretty well any Mac app that takes text.



- How to use QuickCursor QuickCursor symbol appears in the menu bar (can also be accessed from a keystroke shortcut).
- Click on the symbol, then choose WriteRoom or another supported text editor and do your work in that environment.
- With QuickCursor, WriteRoom becomes a utility editor.
- Use: Use QuickCursor to move into WriteRoom to draft emails using a bigger font/different typeface.
- When you finish, the draft will then appear in your email app in the proper format for transmission.

Praise for



"A truly great example of how iPad apps should be written. PlainText is simple, uncluttered, and very pretty. It's a lovely thing to be looking at for one, two, three, four hours while you're trying to write something." — Andy Ihnatko, MacBreak Weekly

- PlainText, also created by Hog Bay, is a text editing program for the iPad that syncs with your Mac via Dropbox.
- Use PlainText on your iPad to write articles, blogposts etc.. You can then store & access PlainText files on your Mac.
- Andy Ihnatko has praised PlainText on MacBreak Weekly and in conversation with David Sparks on the Mac Power Users podcast.

THE KING'S SPEECH

Whoever expected a movie about someone overcoming a stammer to rivet so much attention. But people are heading to the theatre in droves to see The King's Speech.

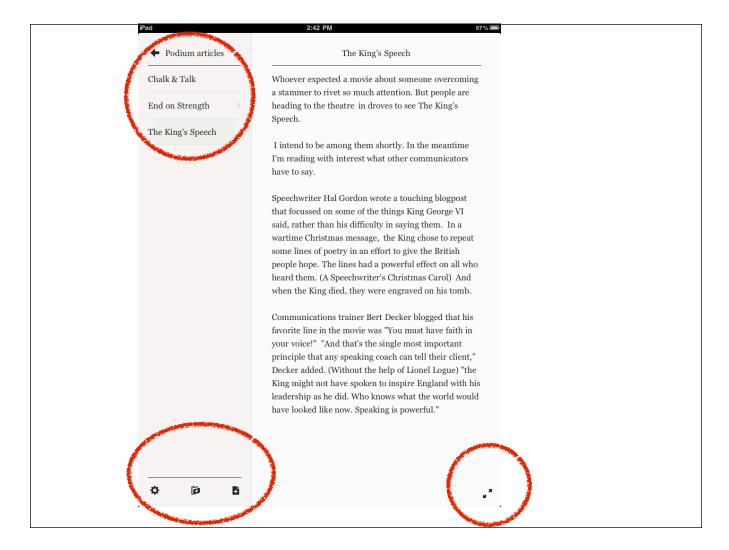
I intend to be among them shortly. In the meantime I'm reading with interest what other communicators have to say.

Speechwriter Hal Gordon wrote a touching blogpost that focussed on some of the things King George VI said, rather than his difficulty in saying them. In a wartime Christmas message, the King chose to repeat some lines of poetry in an effort to give the British people hope. The lines had a powerful effect on all who heard them. (A Speechwriter's Christmas Carol) And when the King died, they were engraved on his tomb.

Communications trainer Bert Decker blogged that his favorite line in the

communications trainer Bert Decker blogged that his favorite line in the movie was "You must have faith in your voice!" "And that's the single most important principle that any speaking coach can tell their client," Decker added. (Without the help of Lionel Logue) "the King might not have spoken to inspire England with his leadership as he did. Who knows what the world would have looked like now. Speaking is

- Here's what an article created using PlainText looks like.
- The typeface (which cannot be changed) appears to be Georgia.
- There is no way to make the font size larger (unless you use the iPad zoom feature, but that is not really workable).
- The writing screen is pared down to the basics.



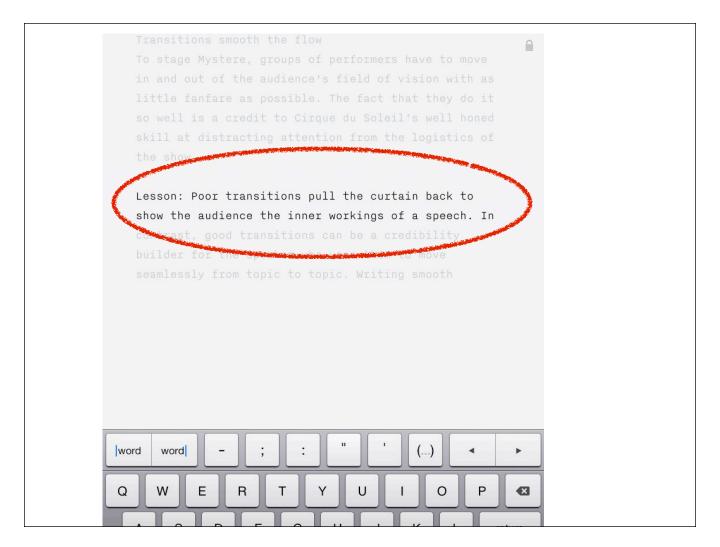
- A list of contents appears at top left.
- PlainText controls are very simple: To access them press on on the arrows set on the diagonal at bottom right.
- At bottom left, press on the wheel to choose Dropbox & TextExp settings or access a help document.
- By pressing other icons at bottom left you can create a new folder or new document.



- Another example of a distraction free writing app designed for the iPad is Writer by Information Architects.
- Writer is DropBox enabled (manual sync). Autosync and TextExpander support are promised for the future.
- Writer is designed to help you think & express yourself & forget what tool you're using.
- Its developers say it was designed to create not style text.
- It has the most distinctive look of all the iPad writer apps.
- For example: it features a monospaced typeface optimized for the iPad called Nitti Light.
- As the developers say: Good typography isn't just pretty to look at it facilitates the process of reading.
- Nitti Light forces you to read slowly & precisely without being tedious to look at.
- Writer does not provide graphical settings or formatting features.
- You can also bring files into Writer from your computer via Dropbox, as long as the files are formatted as plain text.
- If you prefer, you can save files on your computer using the iTunes sync feature.



- Another feature that makes Writer different is the extra line of commands that appears on the virtual keyboard.
- Writer refers to this extra line of commands as a keyboard extension.
- Some buttons are shortcuts to punctuation, but the extra line also includes a word tab button that lets you move the cursor forward or backwards in the text one word at a time. which is faster & easier than using the cursor.
- The keyboard extension also has left and right arrow keys that allow you to move the cursor one letter at a time.
- These word tab and arrow keys handy and would make a worthy addition to the iPad's keyboard.
- If you're working with a bluetooth keyboard, you can also display the iPad's virtual keyboard to take advantage of the Writer keyboard extension simply by pressing the eject button at top right of the Bluetooth keyboard.



- Writer includes an optional focus mode for noise free writing/ only 2 lines of text are in focus, the rest of the text appears in shadow. (Apparently 3 lines of text are supposed to appear in focus, but I only get two lines & haven't figured out why that is.)
- Focus mode allows you to focus attention on a particular passage.
- It's also good for proofreading (although spellchecker isn't enabled during in focus mode).
- I wish you could scroll by just pressing on focus mode, but it's necessary to scroll up & press the focus icon each time you move the cursor.
- Writer measures reading time. The Developers say reading time is a more useful measure to assess the quantity of digital text
- Reading time is shown in minutes & seconds up to point where cursor is.
- Available in the App store for \$4.99.
- Praise from Stephen Fry "Astonishing simple. Everything else goes away except the writing experience."



Elements

Text Editing: Powered By Dropbox

Text Editor of the Year



Elements (\$5)

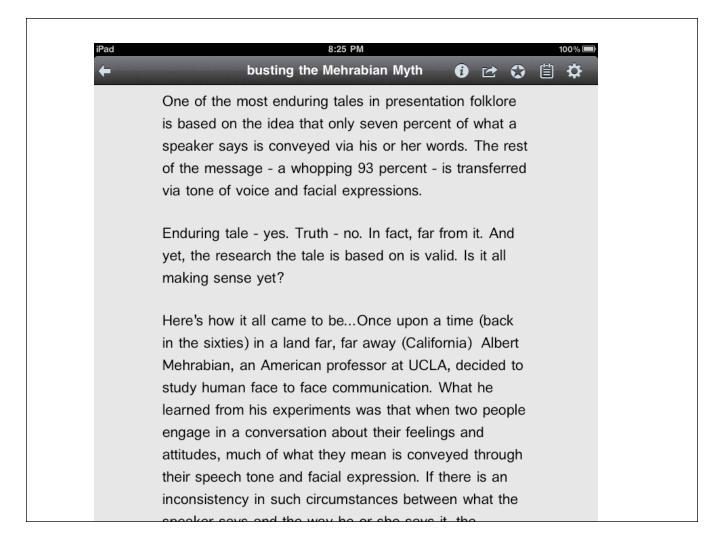
By Second Gear

👯 👯 🔎 (<u>read review</u>)

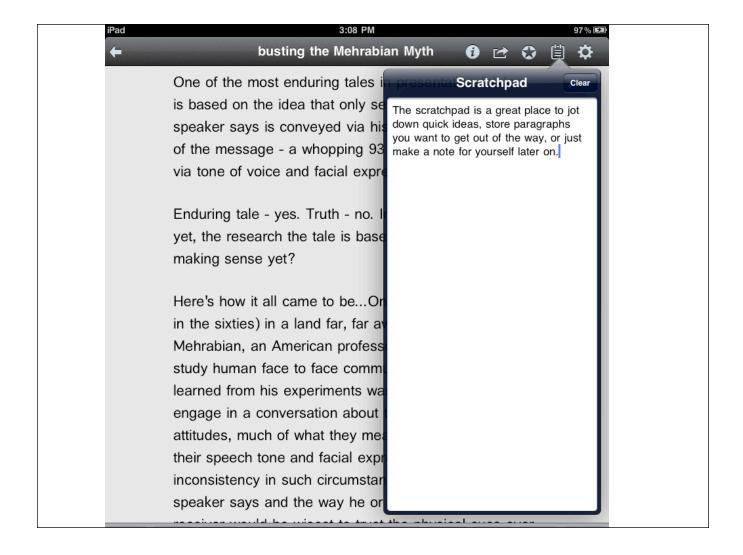
There are a lot of iOS text-editing apps out there, and choosing a single winner proved brutally tough. Though we also liked Information Architects iA Writer and Hog Bay Software's PlainText, they were beaten out by Second Gear's Elements, which offers Dropbox syncing, a clever Scratchpad drop-down, and a nifty preview mode if you write in the Markdown mark-up format (which most of us here at Macworld

do). And unlike many iPad-focused text editors, Elements also works well on the iPhone.—JASON SNELL

- The oldest of the 3 plain text editors we'll look at.
- Elements bills itself as a "Frictionless writing platform", which is a euphemism for a basic no frills text editing app.
- It's a universal app that allows you to create, view and edit plain text documents on your iPad, iPhone or iPod touch.
- Unlike simplenote or WriteRoom it syncs via Dropbox.
- Elements files are created and stored in a Dropbox subfolder so they are always available.
- Offline support means your changes will be uploaded next time you go on line.
- Works with any file with the following extensions .txt, .markdown, .md, .mdown, and .mdwn.
- Supports TextExpander.
- Lots of flexibility can change typeface, font size, can organize work in subfolders.
- Can email files fm within the app they are transmitted as attachments.

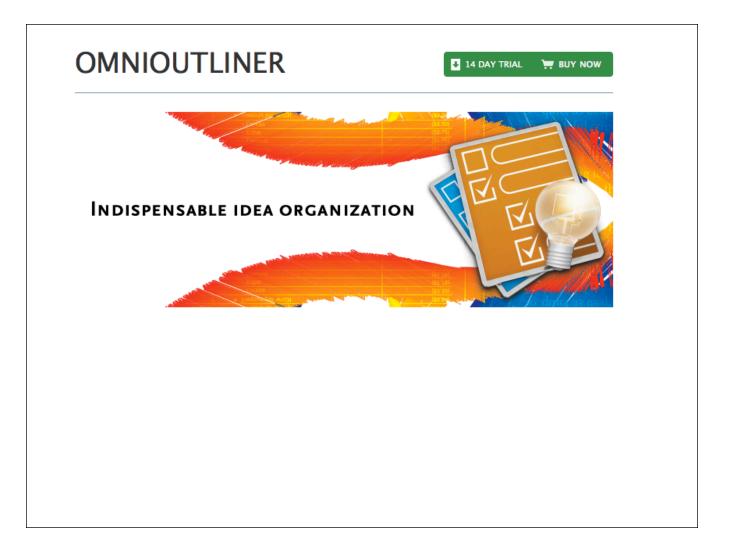


- No fullscreen mode in Elements, but not something you'll miss.
- I like to work with Geezapro 22 pt in black on silver background/Might go down a pt size or two in portrait mode as the text goes close to the edges of the iPad.
- Elements provides word count, character count and line count but lacks a search function.
- So, you can only sort files by name or date modified but it's meant to be a barebones text editing app.



The other standout feature Elements offers is the scratchpad, a popover panel that allows you to type a quick note or paste a paragraph to use later.

- Elements costs \$5



- Best outliner for the Mac/soon to come to an iPad near you.
- Fluid easy to create new entries and put them in a hierarchy.
- Use OmniOutliner to draft to-do lists, outline writing projects, create agendas, take notes, plan events, write screenplays, books etc.
- Great tool for creating project outlines everything fm speeches to books.
- Also good for taking notes at meetings/seminars etc because you can bounce around the document with ease, creating & moving branches depending on where the discussion goes.



Topic

▼ Event Details

- Classification Symposium
- Date: xxx Speaker: xxx
- Speaking role: Opening day keynote
- · Length: 15 minutes

Audience

- Classification specialists
- Departmental middle managers
- Senior managers, union reps

▼ Aims & Content

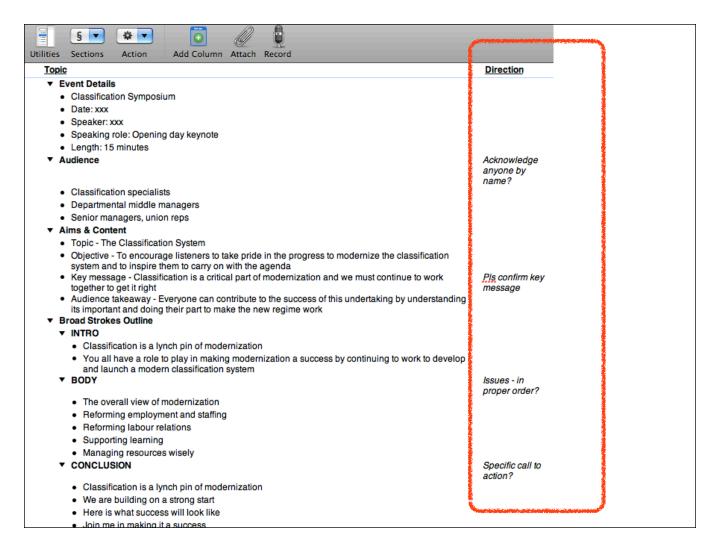
- Topic The Classification System
- . Objective To encourage listeners to take pride in the progress to modernize the classification system and to inspire them to carry on with the agenda
- Key message Classification is a critical part of modernization and we must continue to work together to get it right
- · Audience takeaway Everyone can contribute to the success of this undertaking by understanding its important and doing their part to make the new regime work

▼ Broad Strokes Outline

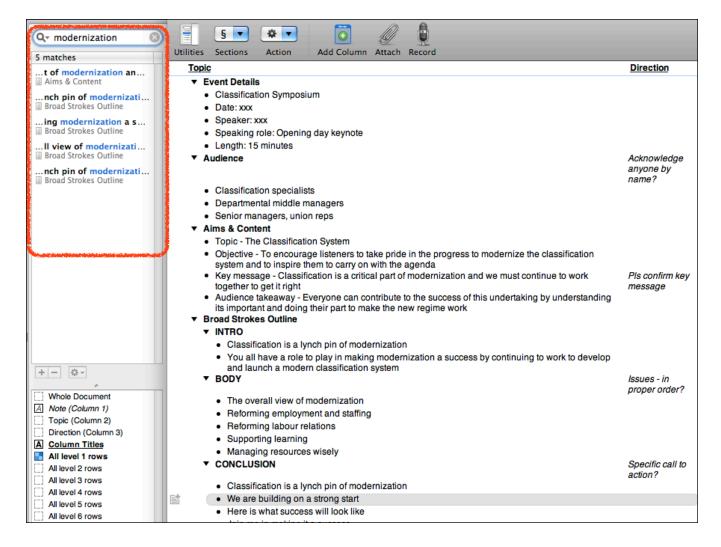
▼ INTRO

Classification is a lynch pin of modernization

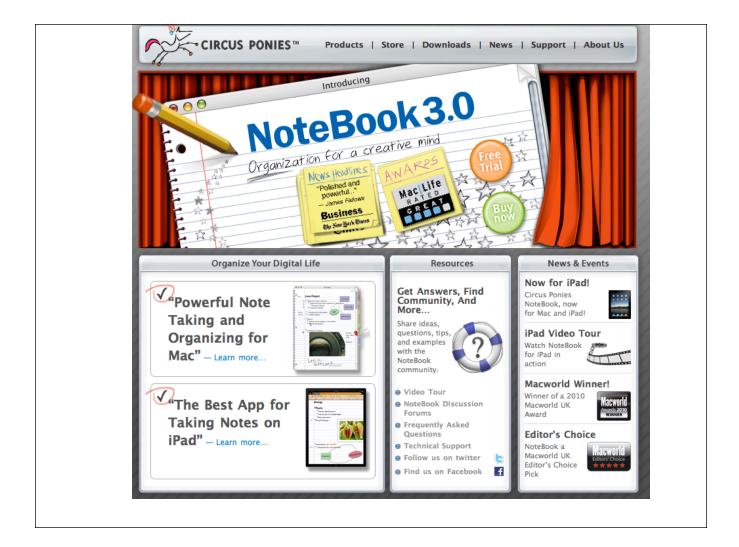
- Indent = hit tab
- Unindent = shift tab.
- Create a new row = shift return
- Superpowerful styles system lets you decide on look/feel for every level/document wide.



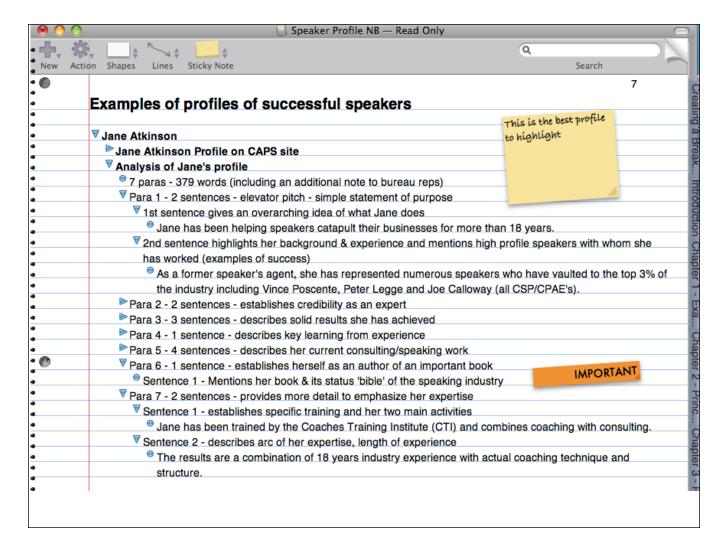
- Can create multiple columns on OmniOutliner & then perform different functions in them e.g. pop up menus, calculations.
- For example: a speech or publication outline could contain questions for the client to consider.
- Another good use of columns embed links to Web sites & files such as PDFs of relevant documents.
- Drag the document to the outline & OmniOutliner will create a link.
- Then access the PDF by clicking on the link.
- Once the file is embedded, you can work on it in its own application.



- Good search function search drawer opens to the left.
- OmniOutliner also supports inline notes. This feature allows to attach a writing pad to every entry As a result you can attach info to each entry or in a pane at the bottom of the window.
- E.g. use inline notes aggregate quotes, statistics, anecdotes, facts etc., then pick & choose which to use or discard at the next iteration of the outline, or subsequent draft.
- Other uses develop segments of the outline into prose and build a draft within the outline. You can then export the text to a word processor.
- 2 versions: Professional (\$70) & Regular (\$40) The professional option includes a clipping service that allows you to bring text in from other apps with a keystroke.
- You can create custom templates/record audio so you can take notes at a meeting & record at same time like Circus Ponies.
- Can export O/O files to Word & other formats/Supports OPML (outline processor markup language) enabling export to Scrivener.
- Exports directly to Keynote first level outline entry = slide title- subsequent levels = bullets
- Can export as HTML & publish directly to a Website.



- Notebook or 3 ring binder look familiar, flexible.
- Developed in early 90s for Next computers/Full rewrite for OS10.
- Great for taking notes/project manager.
- Store text, documents, images, movies, PDFs etc.
- Link to contacts in address book & to calendar.



- Arranged in a hierarchy cells, pages, major divisions.
- Searchable outside of Spotlight/Builds index as you enter data.
- Can add sticky notes and labels even page tags so you can see where to go when book is closed.
- A typical use: press on contact, make phone call, take notes during discussion.
- Can import a PDF eg lecture notes annotate.
- Can share notebooks with another Notebook user or by turning a notebook into a PDF & distributing it.
- Can password protect notebooks.

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)		
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	habits (2)	
	hard (1)	
	has (16)	
	have (8)	
	hear (2)	
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	hockey (1)	
	home (1)	
	how (11)	
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Circus Ponies - index - key words - auto compiled - easy to search.



- Notebook also comes in an iPad version/ sync through iTunes Dropbox sync is coming.
- Can import notebooks from Mac to iPad as long as they are saved as 3.0 v450.
- Great tool to use when listening to a podcast or viewing a webinar -- watch show on one screen, twitter on another, take notes on iPad.
- Can add attachments to notes.
- Can turn on audio and take notes/then click on microphone icon onscreen next to text and playback what speaker at the point you were taking that particular note.

textexpander



TextExpander saves you countless keystrokes with customized abbreviations for your frequently-used text strings and images.

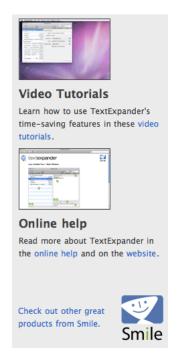
The best way to start with TextExpander is to watch the introductory tutorial.

For further information on TextExpander browse the online help or the TextExpander website.

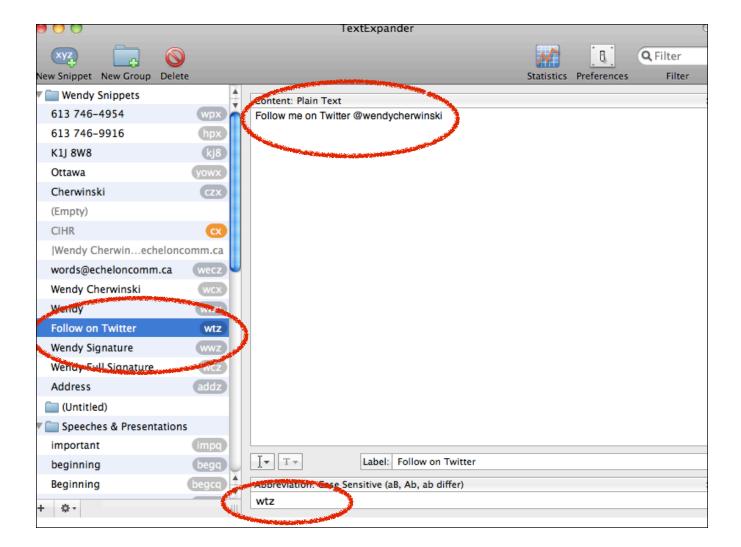


TextExpander touch for iPhone and iPad

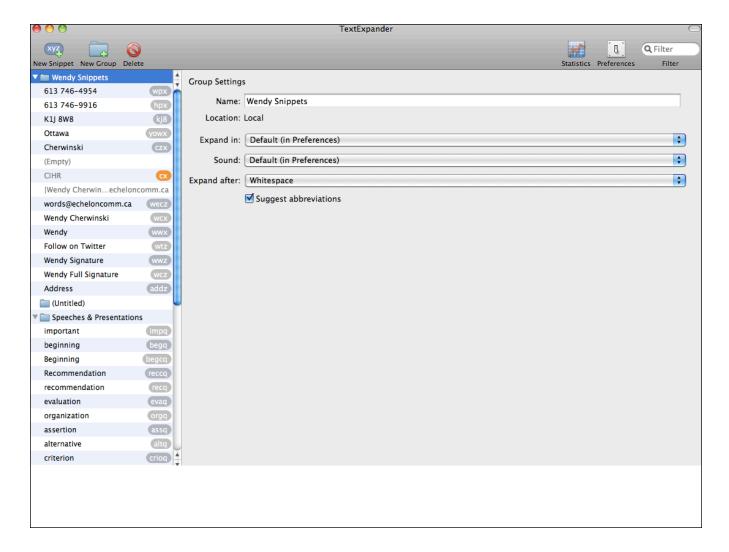
With TextExpander touch, you can compose email messages, notes, and tweets on your iPhone or iPod touch using your TextExpander snippet library.



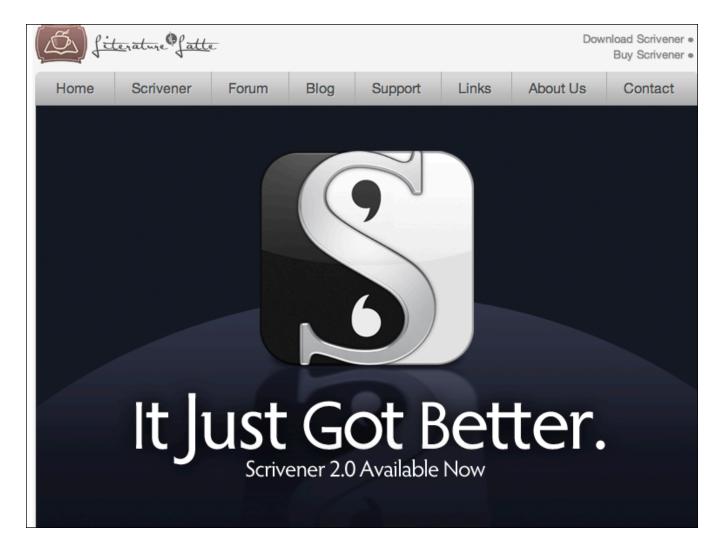
- TextExpander from Smile Software: same people who created the very useful PDF Pen.
- App for speeding up your writing by reducing your typing.
- Allows you to create abbreviations or 'snippets' with keystroke combos.
- Can customize to your own taste/memory.
- Store them in a library in folders that denote groups eg scientific & health, business etc.
- TextExpander is available for Mac, iPhone.
- Sync between Mac & iPad/iPh by WiFi.
- Sync between computers via Dropbox (manual sync).



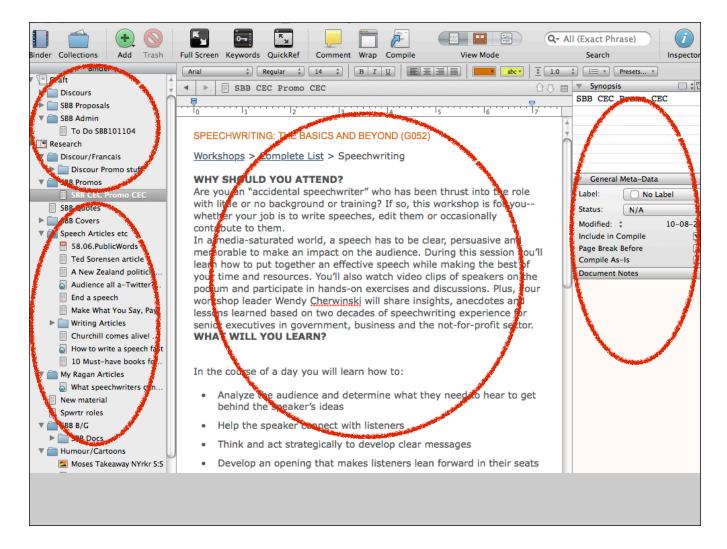
- Can create snippets for any type of text & images too e.g. include a company logo in an email signature.
- Key is to change the toggle at the top of the page between plain text & formatted text, pics.
- Useful for more than just word abbreviations.
- Also great for boilerplate eg email content & signatures/ letter content / workshop descriptions.
- Can also use it to generate and fill out forms, compose customized letters, automate emails, attach long documents.
- TextExpander lets you decide where to place the cursor in the snippet so you can customize further.
- Metrics tell you how much time you've saved using TextExpander.
- Cost \$35.



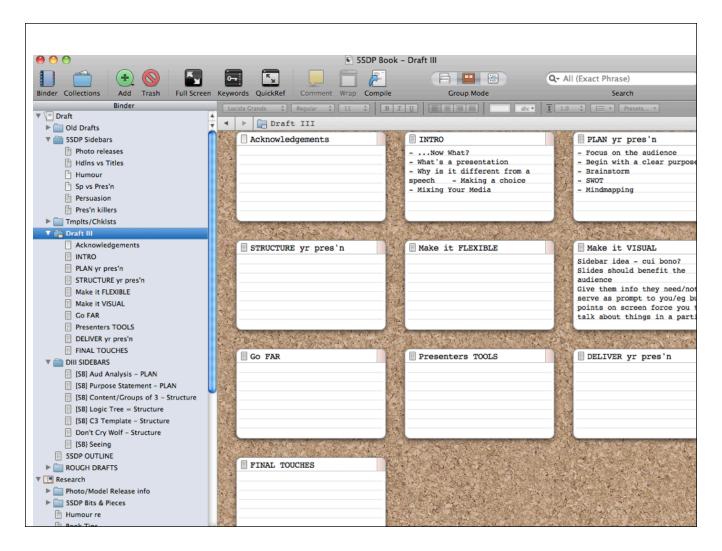
- Snippet library folders, labels & abbreviations in left column.
- Create folders, makes it easier to search for snippets if you forget.
- Choosing abbreviations avoid keystroke combos that are similar to real words or you'll be hearing the TextExpander pffft sound a lot.
- One tactic: Start each snippet with a comma as they comma is always followed by a space (so can't confuse a snippet with any other keystroke combo.



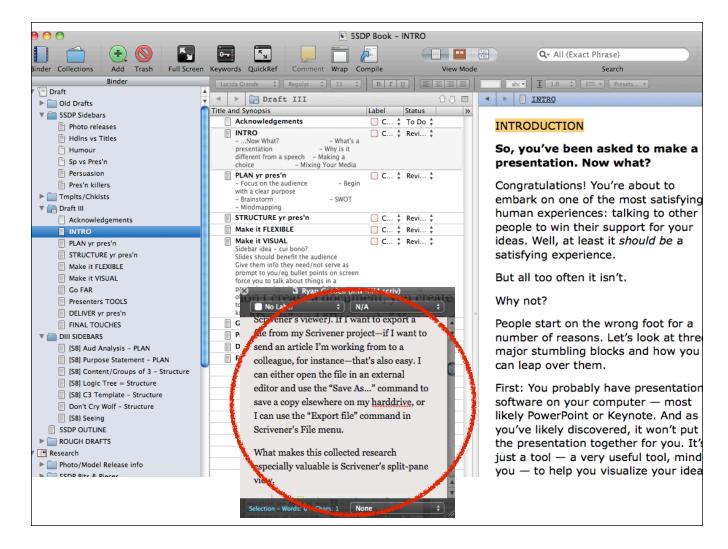
- A virtual writer's workshop all your tools & materials are within arm's reach.
- Keeps everything in one place -- not a document per se, more like a project file.
- Enables you to collect, store and access data in many different formats and to create text drafts all within the same application.
- Loved by writers, lawyers, teachers, grad students -- virtually anyone who has to handle large writing projects
- http://literatureandlatte.com/.



- Project Page view three main sections.
- Far left: Binder subdivided into a Draft area (where you store/organize text documents) and a Research area where you store/organize. text files, Web pages, audio files, video files, images & PDFs.
- Middle: Work area where you compose text or view research.
- Optional details area where you can record and view URLs, comments, footnotes, notes, key words etc.
- Scrivener also provides project templates so you can set up a formatted work area for composing novels, scripts etc.



- Alternately, you can go to corkboard view and view each file as an index card.
- Each card has the same title as the underlying file & you can add more descriptive info.
- You can move the cards around which prompts an autoreorder in the binder.
- You can also view your work in an outline view.
- I prefer to use OmniOutliner and drop the OO file into Scrivener.
- Another option is to use OTML to bring an OmniOutliner file into Scrivener, BUT, when you do that, each major heading becomes a separate file so I would only go that route if I intended to work on the outline as a major project e.g. book or report.



- Split screen lets you look at research & work on a document at the same time.
- E.g. play an audio file in one panel/write a transcript in another.
- Or, work from an outline in one panel/develop a draft in another.
- Or, check two documents against each other e.g. French version in one panel/English version in the other.
- You can also open quick reference notes (click on QuickRef in menu bar).
- Using the QuickRef option, you can open multiple files at one time -- all without leaving Scrivener.



- Scrivenings option allows you to combine multiple files into one virtual document for editing. (You can't perform global editing functions, because the files are still separate.)
- Compile option creates a book format using Courier 12 pt, scene separators, double-spacing, and page numbers. Treats top-level folders and files as chapters and everything else as sections.
- Scrivener supports other kinds of writing projects that can be created. then exported in plain text, rich text, .doc, .docx, HTML, and even Multimarkdown formats. Individual files can be exported using File—>Export, but longer drafts (which may include multiple documents from the binder) can be prepared using File—>Compile Draft.
- Choose the documents from the binder you want to include in the draft, the metadata you want exported, and the file format of the draft.
- You can link Simplenote to Scrivener/ so you can work on your iPad & export your work to Scrivener on your Mac,
- Scrivener is simply the best writing tool for big projects I've found must agree with the person who said it was the best invention for writers since the word processor.
- Available for about \$45 well worth the investment.

I'd love to hear from you. Please send question, suggestions & comments to words@echeloncomm.ca

I look forward to sailing with you again on another MacMania cruise!

Wendy Cherwinski



- That's it! I hope you got value from this survey of Mac & Mobile tools.
- This is a topic I plan to continue researching, so please get in touch if you have questions, suggestions or comments.
- Wishing you the best of luck with all your writing projects.

Арр	Version	Function	iPad Support	Integration	Sync Method	Writer Use	Features
Elements	1.5	Plain text editor "Frictionless writing platform" Elements allows you to view, edit and share plain text documents on your iPad, iPhone or iPod touch.	Universal app iPad, iPhone, iPod touch	TextExpander Notational Velocity	Dropbox Saves every 30 seconds or , if offline, syncs when you connect	Composing articles	Stores data in a Dropbox folder Word, character & line counts Autosaving on n/wrk Offline support Scratchpad Customize look to suit your workflow Subfolders Emails TXT files as attachments from inside app
Evernote	2.0	Info manager		iPad, iPhone (Evernote 4 for iPhone/iPod Touch launched Mar 1, 2011)	Web	Storing text, images, audio?	Text recognition in images Handwriting recognition
Notational Velocity	2.0B4	Note taker		WriteRoom SimpleNote QuickCursor	Syncs natively with Simplenote or via Dropbox with Elements, PlainText, IA Writer & other IOS apps	Taking notes Collecting & storing info	Allows saved searches Open source code

Арр	Version	Function	iPad Support	Integration	Sync Method	Writer Use	Features
Notebook iPad	3.0.4	Info manager iPad notetaker				Storing info, composing articles & ebooks, annotating lecture notes	Take notes using multiple fonts, styles, and colors. Add attachments to notes Double-tap to add a quick text note Voice annotation allows you to record speaker/ take notes at same time
OminiOutliner	3	Outliner	Not yet			Use OmniOutliner to draft to-do lists, create agendas, manage tasks, track expenses, take notes, plan events, write screenplays, write speech & pres'n outlines	Superior outlining Ability to add columns to outlines Ability to attach notes to individual cells
PlainText	1.3	Text editor	iPad app	iPhone iPod touch TextExpander	Dropbox	Composing articles	Few bells & whistles, nice typeface
QuickCursor	2.2	Connects a text editor to any app with a global keyboard shortcut	No			Use to move seamlessly between a text editor such as WriteRoom & any document that accepts text	Automtes the process of moving between apps, so you can work in a text editor & leave the finished product in another app.

Арр	Version	Function	iPad Support	Integration	Sync Method	Writer Use	Features
Scrivener	2.0.2	Text editor, project manager, storage bin for large writing projects	Links to simplenote			Handling large writing projects	Compiling functions, corkboard view (index cards), easy storage & retrieval of research material
Shove Box for MAC	V 1.7.6 1.8 MB	Captures & saves stuff	No	Mac & iPhone	Airport/WiFi	Collecting & storing info on the fly	Store anything at the drop of a hat. Organize later. Access fm Mac & iPhone.
Simplenote	3.0.6	Note taker	iPhone iPad Web	TextExpander Notational Velocity Dashboard		Taking notes Collecting & storing info	Synchronized mobile, desktop & web apps Notes encrypted when synchronized Access to backup versions tags act as folders Sharing & publishing Search

Арр	Version	Function	iPad Support	Integration	Sync Method	Writer Use	Features
TextExpander	3.2	Expands abbreviations		Mac, iPhone, iPad & other devices	Dropbox & WiFi	Speed up typing by reducing words & phrases to keystrokes, create & customize long documents in seconds	Enables you to develop a limitless library of abbreviations for everything from a single word to long documents & even images
Writer for iPad	1.2 1.0 MB	Writing app	iPad app	Bluetooth keyboard	Dropbox Manual sync	Composing articles	Distraction free writing No graphical settings or formatting features Focus mode Keyboard extension with direct punctuation Professional typography (Nitti Light monospaced font created & optimized for iPad) Measures reading time & character count

Арр	Version	Function	iPad Support	Integration	Sync Method	Writer Use	Features
WriteRoom	2.5	Text editor	No - Mac & iPhone	iPhone iPhone version can sync text into Scrivener via SimpleText.ws .	SimpleText. ws iPhone version has SimpleText sync built in Mac version uses SimpleText for Mac	Writing articles5	Distraction free writing Full screen writing environment Billed as an alternative to Word

Арр	Media	USP	Company	Praise	Cost & PoP
Elements	Any file with the following extensions .txt, .markdown , .md, .mdown, and .mdwn	"Frictionless writing platform" Customizable look	Second Gear founded in 2006 by Justin Wiliams	Elements is a perfect Dropbox- syncing text editor for writers. Cult of Mac Works like a charm. Great idea. John Gruber, Daring Fireball Named Text Editor of the Year by Macworld in it's 2010 App Gem Awards	4.99 ITunes via Second Gear
Evernote	text, html, jpeg, pdf, png (DOC, AVI and PPT premium)	"Your external brain"6	Evernote		Regular service - free Premium service - \$45/ yr Evernote for iPhone - Mac app store
Notational Velocity	TXT RTF		http:// notational.net/		Free at notational.net

Арр	Media	USP	Company	Praise	Cost & PoP
Notebook iPad	Text Images Movies PDFs Audio	Voice annotation	Circus Ponies	"Software that compels someone to invest in a machine or platform is what the software industry refers to as a killer application. Circus Ponies NoteBook is a prime example of that kind of application for the Apple iPad." Joseph Cicinelli	\$29.99 Mac app store
				Joseph Cicinelli	
OminiOutliner	Text	Fluid outlining tool	The Omni Group	"If you can think it, it is possible with OmniOutliner 3 Pro." IT Enquirer	Standard - \$39.95 Professional - \$69.95 Omni store or Mac app store
				IT-Enquirer	
PlainText	Text	Easy to use text editor	Hog Bay Software	"simple, uncluttered, and very pretty." Andy Ihnatko	\$4.99 Mac App Store
QuickCursor	Text,	Allows you to compose your material in a friendlier environment	Hog Bay Software		\$4.99. Mac App Store

Арр	Media	USP	Company	Praise	Cost & PoP
Scrivener	Text, Web pages, audio, images, PDFs etc.	"It just got better" "A complete writers studio"	Literature and Latte	"If you're planning to write a novel, script, short story, or research paper, Scrivener was made for you." —Macworld.com (April 2007) "It's a program that has obviously been given a great deal of love and attention. It's very polished and very competent." Don McAllister ScreenCastsOnline	30 day free trial \$45 USD
Shove Box for MAC	Text, Web pages, images, PDFs	"It's all about spending less time processing and more time actually working on the things that matter."	Wonder Warp Software	The beauty of ShoveBox is that its design meshes speed and flexibility." -JOEL ELLIS, in a review on the JLBWORKS BLOG	Free 30 day trial \$24.95
Simplenote			Simperium, Inc.	Performs beautifully. Macworld A great addition to your iPhone. TUAW Simplenote's strength is its, well, simplicity. It launches instantly, you type in your note, and it syncs to the web. Searching throughout notes is instantaneous, just like iTunes searching used to be, and the synchronization is rock-solid. Better, there are a range of applications which tie into Simplenote's open APIs so you can sync with your desktop. Charlie Sorrel, <i>Wired</i> August 2010	Create an account at simplenoteapp .com

Арр	Media	USP	Company	Praise	Cost & PoP
TextExpander	Text & images	"Saves you countless keystrokes with customized abbreviations for your frequently-used text strings and images."	Smile Software	A favorite of David Sparks, author of Mac™ at Work	\$34.95 smilesoftware. com
Writer for iPad	Text	"Distraction free writing" Focus mode Keyboard ext.	Information Architects Concept & Design: Oliver Reichenstein Code: Raphael Schaad	"Astonishingly simple. Everything goes away except for the writing experience" Stephen Fry "The Perfect iPad Writing App" Gizmodo	\$4.99. [iTunes via Information Architects]

Арр	Media	USP	Company	Praise	Cost & PoP
WriteRoom	Text	Versatile well regarded text editor Work in the default 'minimalist' environment or hit the Escape key & experience it as a 'regular' desktop app	Hog Bay Software	Even though every app now has a full screen mode, there is still something elegant and well defined in WriteRoom that makes it my drafting tool of choice. With QuickCursor, WR becomes a utility editor for (almost) every thing I do on the Mac. Douglas Barone dougist.com "the ultimate antidote to the bric a brac of Word" Virginia Heffernan NY TimesWriteRoom's minimalist interface implies a truly flattering proposition: It's you, not the software, that matters. "Jeffrey MacIntyre, Slate	(Shareware) hogbaysoftwar e.com
				Mac 0 Mahila Weitawal Tanla	
				Mac & Mobile Writers' Tools Survey created by Wendy Cherwinski to accompany Mac & Mobile Writers' Tools presentation for MacMania 11	
				Contact me at words@echeloncomm.ca	